

Name _____

Date _____

Period _____

Branding, Packaging, and Labeling

Ch 31 Sec.1 – Branding Elements & Strategies

A brand is a _____ (or combination) that identifies a business or organization and its products.

- _____ brands – identify the business and project an _____
- _____ brands – also connote _____ and reliability

Brands can include a number of elements:

- _____ – the word, group of words, letters, or numbers representing a brand that _____. Ex: Mountain Dew, PT Cruiser, SnackWells
- _____ – the part of the brand that is _____ or brand _____ – it may include distinctive coloring or lettering. It usually is not spoken.
- _____ – identifies the company or a division of a particular corporation – the _____ name a company uses when it does business. Ex: Kellogg's, Dell, Xerox
- _____ – a brand mark with _____ or characteristics. Ex: Jolly Green Giant, Pillsbury Doughboy, Kellogg's Tony the Tiger
- _____ – a brand name, brand mark, trade name, trade character, or a combination of these that is given _____ by the federal government
 - Trademarks are followed by a registered trademark _____

Importance of Brands in Product Planning

- Branding helps build customer _____
- Assures customers about _____
- Is vital as it addresses _____ target markets
- Establishes an _____

Generating Brands

- Hard to find the right _____
- Generated by employees, _____ programs, PR agencies
- Most companies do _____ to determine if the brand name is effective

Types of Brands

- _____ –owned and initiated by _____.
Ex: General Electric, Heinz, and Motorola.
- When consumers buy food products, _____ manufacturer brands nearly _____.
- _____ – also called Private Brands, Store Brands, or Dealer Brands – owned and initiated by wholesalers and _____.
Ex: Radio Shack and Kmart, Craftsman, Kirkland
- This type of brand _____ by retailers and it yields the _____
- _____ – represent a general product category and _____ a company or brand name. The packaging only describes the product – “pancake mix” or “paper towels”
– Often _____ branded products

Branding Strategies – the ways companies use brands to meet sales and company objectives

- _____ – uses an existing brand name for an improved or new product in the product line. Ex: Cheerios
- Brand _____ occurs when the original brand _____ its _____ in brand identity because it has been stretched to too many products.
- _____ – legal authorization by a trademarked brand owner to allow _____ (the licensee) to use its brand, brand mark, or trade character for a fee _____

Ex: McDonald's pays _____ to associate Disney related toys in Happy Meals

- _____ – simultaneously offering a combination of manufacturer, private distributor, and generic brands

Ex: Michelin manufactures tires for Sears as well as under its own brand name

- _____ – combines one or more brands to increase customer loyalty and sales for each individual brand

Ex: Ford creates the limited edition Harley Davidson pickup truck

Ex: _____